



Southern California Green Growth Initiative

California Workforce

Investment Board

**Regional Industry Cluster of
Opportunity Grant Program**

Action Clinic Culmination Meeting



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Background and Overview

- Multi-Strategic Project Led by all 11 WIBs of Ventura, Los Angeles, and Orange Counties
- Collaborative Facilitated by the Pacific Gateway WIB
- Uniqueness of Collaboration – Prior Configurations – First Time as One Unit



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Identification of Industry Clusters

- Comprehensive Analysis of Diagnostic Information
- Collaborative Economics Analysis
- Real-Time Intelligence from Key Stakeholders



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Clusters of Opportunity

- Energy Efficiency – Green Building
- Water and Waste Water
- Energy Generation
- Transportation and Energy Storage



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Job-Producing Water Innovation

- **Overarching Focus of Water Security to Address the Water Deficit**

- ✓ Develop an Argument for Green Jobs
- ✓ Move Beyond Conservation
- ✓ Fully Assess Market Population

- **Strategic Approach**

- ✓ Water Efficiency
- ✓ California-Friendly Landscaping
- ✓ Storm Water Capture



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generation water

Sustainable landscaping provides a great opportunity for **economic development** while we **save money**, improve the **environment**, and reduce our dependence on **imported water**.

INCREASING PRICE OF WATER

The price of water the Metropolitan Water District charges to its member agencies **will have doubled by 2012 from 2005**. Member agencies have to pass along these costs to retailers and consumers.



Source: Metropolitan Water District of Southern California

Projected

Wastewater Treatment
Water Treatment
Research & Testing
Conservation
Pumps, Meters & Controls
Research, Advocacy
& Consulting

**WATER &
WASTEWATER**
3,545

IRRIGATION
1,770

UTILITIES
6,957

LANDSCAPING
31,849

Landscaping Architecture
Landscaping Services

THE WATER CLUSTER

COLLABORATIVE ECONOMICS
ADVISORS TO CIVIC ENTREPRENEURS

COMMUNITY INFRASTRUCTURE

WORKFORCE DEVELOPMENT
ECONOMIC DEVELOPMENT

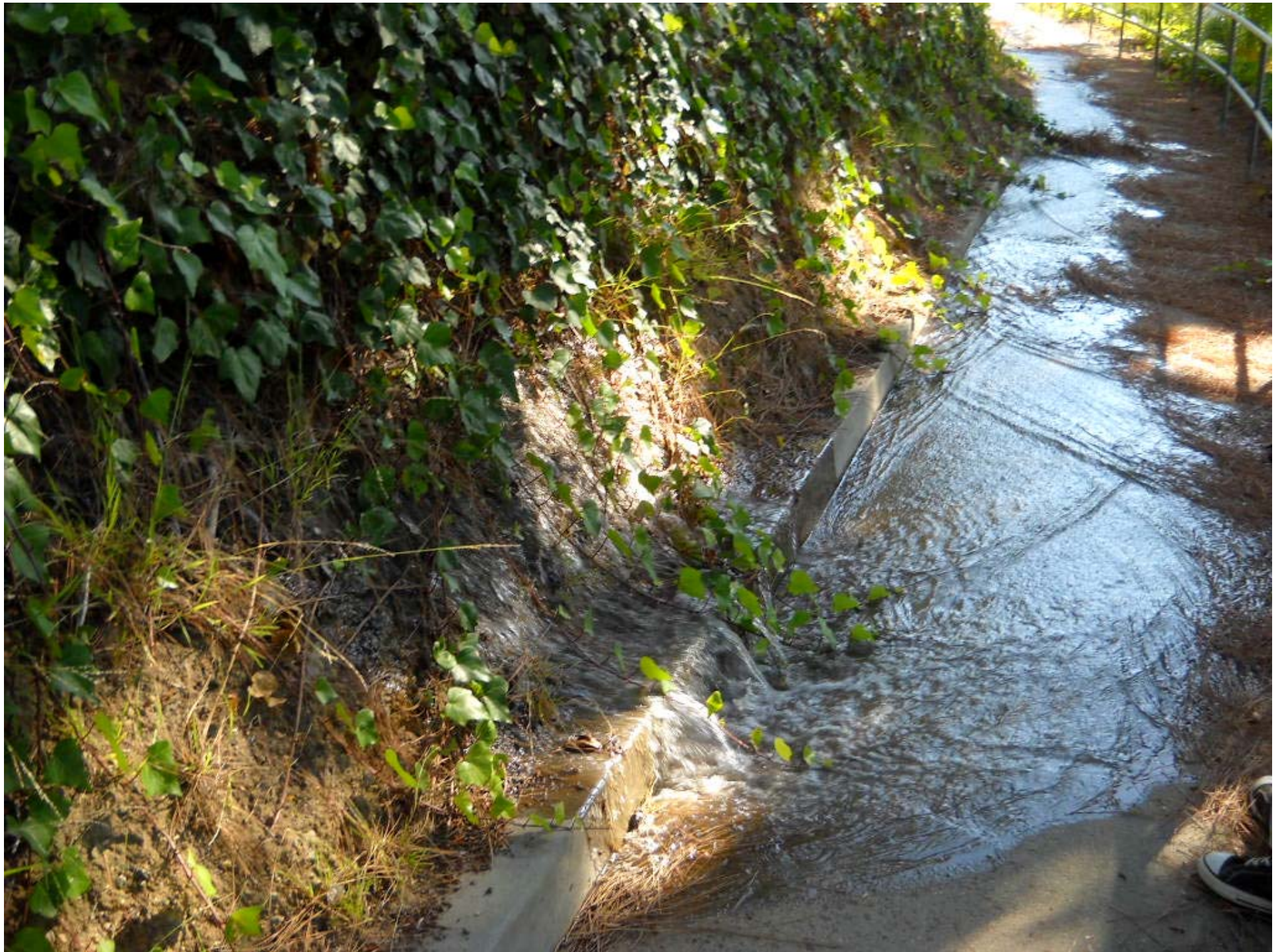
Water Utilities

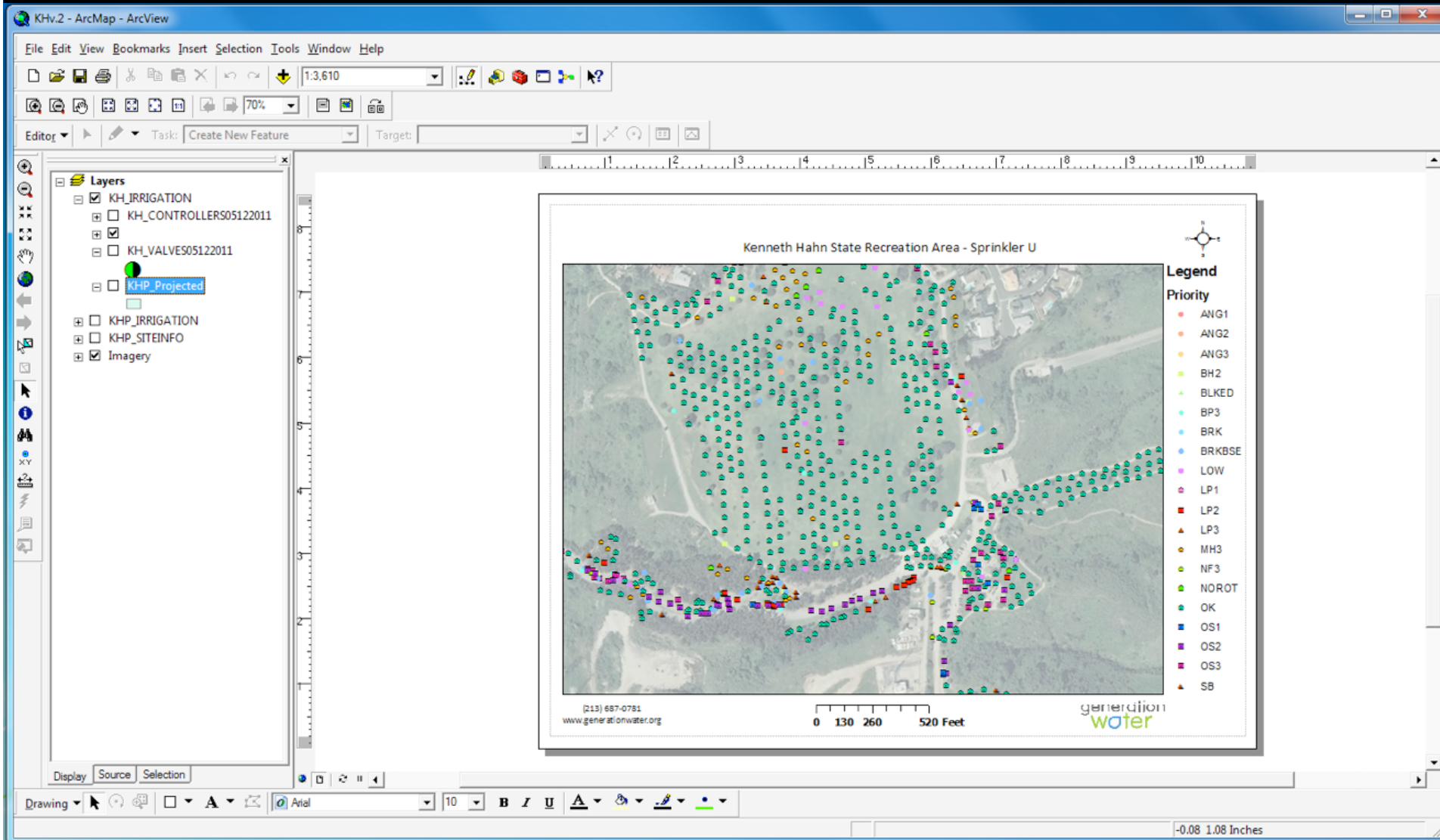






Water Efficiency







California Friendly Landscaping



The Future of the Water Cluster

- Water Jobs Campaign
 - ✓ Brand Development
 - ✓ Education and Awareness
 - ✓ Showcase Best Practices
- Career Pathways
- Public Policy and Advocacy
- Entrepreneurship and Innovation



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Transportation and Energy Storage

- Orange County's Green Initiatives Strategic Tactics (GIST) Plan
- Electronic Vehicle Symposium
- Los Angeles Economic Development Corporation's E-Mobility Task Force



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Sustainable Systems Change

- **Water**
 - ✓ New Partnerships and Leveraging of Resources
- **Transportation**
 - ✓ Orange County's GIST, LAEDC
 - ✓ Engaging Elected Officials
- **Local Governance and Strategy**
 - ✓ Awareness Campaign
 - ✓ Embedding RICO Research and Strategies

